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October 19, 1988

The Honorable Earl Gray and
Dr. Joyce Peoples,
National Co-Chairpersons of AOIP
410 Central Park West (PHC)
New York, N.Y. 10025

Dear Madam and Sir:

In response to your request about the extent to which the national advertising representative firm of the publishers--formerly Black Media, Inc., and now Black Resources, Inc. (BRI)--has contributed to the organizing and administrative needs of AOIP, our most recent review of their books show that somewhat more than twenty-five percent (25%) of their gross revenues over the past eight years have been allocated to this cause.

Obviously, this kind of investment is both huge and most unusual. Yet, for the survival and growth needs of the AOIP publishers, as well as for the good of both the Black consumer community and the largely-white-owned businesses which depend heavily on them, this unprecedented investment approach by the publishers was vital.

We surely are pleased to add that while our perspectives originally included much skepticism to say the least, our support of and cooperation with this most unusual program was (in large part) due to the commitments of experienced and dedicated business leaders like Dr. Calvin Rolark and Dr. Benjamin Wright, who worked unceasingly and creatively with all of the many entities now involved in this major assault on the many "root causes" of illiteracy and all of its resultant "ills".

The organizations under your leadership, as well as all of the major corporations, and others supporting this thrust, are to be commended, especially, because we never have had any experience with a minority-owned enterprise that has come anywhere near such an investment that should set a standard for all minority-owned beneficiaries of affirmative action.

Please call on us if you need other specific information beyond the attached overview prepared by BRI.

Most sincerely and respectfully yours,

Charles D. Gomez
Charles Gomez, CPA

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